

5 DAYS OF FACEBOOK LIVE CHALLENGE



MONDAY

ENGAGE

ENGAGE is about **ACTION**. Getting your audience to take action by sharing, commenting, messaging.

IDEAS:

1. I need help with _____. Ideas?
2. Where is your happy place?
3. What is different today than it was a year ago that you are grateful for?
4. What is your biggest concern regarding [niche]?
5. What would you like to learn from me?

TUESDAY

AUTHORITY

AUTHORITY is about showing you are an **EXPERT**.

IDEAS:

1. Solution to a common problem your customers have.
2. Trend in [niche] you should ignore.
3. "Here's how I'm different from other brands / teachers / experts..."
4. How I became an expert in [niche].
5. Here's something I didn't like before now I love.
6. Share a word in your industry that needs explaining.

WEDNESDAY

CONNECT

CONNECT is about **SHARING** more about you and the connection to your brand.

IDEAS:

1. What [niche] means to me.
2. Share a glimpse of you having fun or family life.
3. Share your to-do list for the day.
4. Most people don't know this about me but I'm a huge fan of _____.
5. How I get inspiration for my designs.

THURSDAY

SIZZLE

SIZZLE is about **SELLING**.

IDEAS:

1. Share reviews of happy customers.
2. Flash sale some of your items.
3. Show hints of designs coming down the pipeline.
4. Tour of your work area / shop.
5. Etsy shop tour.
6. How you package your items to ship.
7. How to care for your items after purchase.

FRIDAY

AUTHORITY

AUTHORITY is about showing you are an **EXPERT**.

IDEAS:

1. Top seasonal trends in [niche].
2. When to say "NO" to _____ in [niche].
3. Here's a recent investment I made in my business.
4. Why you do something specific in your designs.
5. What to do if _____ happens.